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A senior-level, tactical digital marketing manager passionate about creating, executing, and managing innovative, results-oriented integrated digital marketing campaigns.

A resourceful digital project manager with a successful track record in leading SEO, social media and content marketing strategy for a variety of clients including start-ups, small business and national brands.

A seasoned digital marketing strategist who keeps up-to-date with emerging trends, new tools and changing best practices in search engine optimization, blogging, content marketing, and social media platforms.

Areas of Expertise:

- On & Off-Site Search Engine Optimization
- Competitive Analysis & Market Research
- User Experience & Conversion Optimization
- Website Performance Analysis
- Multi-Channel Digital Content Strategy & Marketing
- Multi-Channel Social Media Marketing Strategy & Management
- Knowledge of Photoshop
- Email Marketing using Mailchimp, Netcore & iCube
- Data analysis using excel
- Web development using Wordpress
- Photography

Professional Experience

ACCESS1SOLUTION DIGITAL MARKETING PVT LTD

Head Digital Marketing

Bangalore, India

June 2012 – Till Date

Digital Head:

- Manage 20+ high profile accounts from start-ups to well know brands such as Vogue, Vitaminberry and Gemstoneuniverse.
- Steer strategy and interface with multiple clients ensuring timely execution of SEO, Social Media and Reputation Management campaigns and initiatives.
- Ensure campaigns consistently stay within budget and appropriate resources are allocated.

- Supervise campaign deliverables and production team members. Inspect all deliverables and assets for quality assurance.

Strategist:

- Develop SEO and social media strategies and tactical plans on an ongoing/as needed basis focused on client's goals and objectives. Adjusted goals and objectives as necessary.
- Review strategies with client so they understand the recommendations and campaigns thoroughly.

Consultant:

- Educate and advise client on recommended marketing initiatives and regularly keep them updated on new developments or marketing opportunities in their niche.
- Respond to client's questions on a regular basis.

Analyst:

- Perform keyword, market and competitive research analysis.
- Create detailed analytical reports on a monthly or quarterly basis.
- Conduct monthly marketing review calls presenting reports and showcasing growth obtained.

Producer:

- Setup and optimize new digital or social media accounts as needed.
- Conceptualize and produce creative content and graphics as needed.
- Manage client's social media profiles as necessary.
- Manage client's advertising campaigns as necessary.

Digital Marketing Thought Leader:

- Stay on top of emerging digital marketing trends, share and teach best practices, and identify new marketing opportunities for clients.
- Visible member of and contributor to digital marketing communities, specifically on Quora
- Occasional blogger on digital marketing topics.

Results:

- Consistently increased client's organic, referral and social media traffic.
- Often increased conversions (leads, sales, etc.)
- Frequently improved client's search engine visibility (impressions) and click-throughs.
- Shown ability to significantly improve keyword rankings.
- Shown ability to get clients' on page one for select keywords within 6 months.
- Regularly enhanced client's overall web presence and reach.
- Always stayed on top of changing search engine algorithms to use to client's advantage.
- Achieved quality score of above 7 for many keywords and 10 for some keywords thereby reducing the bid amount and total spend and yet retaining the clicks.
- Implemented content marketing for Gemstoneuniverse and achieved 1 million traffic in 2 years.
- Implemented Adwords strategy to optimize for business goals and achieved low CPC and Top position in most of the campaigns.

LAKSHMI INFOTECH
Head Sales and Marketing

Bangalore, India
May. 2006 – April 2012

Lakshmi InfoTech, an Aptech franchisee, provides computer education, project assistance and English training. The institute prides itself in training and placing 4000+ students in leading corporates across India (till date).

- Awarded by Aptech CEO & CFO as *the #1 Aptech franchise in Karnataka* in terms of Revenue and Head Count.
- 101% YOY revenue growth sustained for 5 consecutive years; generated revenue of Rs 9.6 million in FY 14/15.
- Synergistically included brand “English Bricks” to provide English education (Cross-selling product).

TOYOTA KIRLOSLAR AUTO PARTS
Safety Engineer

Bangalore, India
Sep. 2003 – Mar 2006

TKAP, a subsidiary company of Toyota Motor Corporation, Japan, manufactures Axle Hats and Transmission units for exports to Thailand and Indonesia.

- Drove policy making, safety and legal compliance as single point of contact on key safety issues.
- Single handedly managed safety of 1000+ factory employees and improved protective equipment quality.
- Deputed on a special assignment to Nagoya City, Japan on multiple occasions for AOTS (Association for Oversea Technical Scholarship).
- Represented India at the “International Toyota Quality Circle” event held in Toyota City, Japan, in the year 2004.

EDUCATION

INDIAN INSTITUTE OF MANAGEMENT (IIMB)
Executive General Management Program (EGMP), Part-Time

Bangalore, India
Dec 2014 ~ Nov 2015

VISWESVARAYA TECHNOLOGICAL UNIVERSITY (VTU)
Bachelor of Engineering (Mechanical Engg.), Class I with Honors

Belgaum, India
Aug. 2002

ADDITIONAL

- Google Adwords Certified – Valid till June 2017.
 - Certified Photographer (Drishti School of Photography, Bangalore, Dec 2009). Portfolio at www.photo.net/photos/anilgl
 - Awardee - *Highest funded state project from Karnataka state* (Indian Institute of Science, IISc, Jan 2002).
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